

# **Webmaster User Group**

*August 23, 2006*

# Agenda

- Introduction
- Session Overview
- Portal Redesign Project Update
- IOUCA Update
- Audience Participation
- Conclusion





# **eGov – After The Hype WebMasters Forum**

*P.K. Agarwal*

*August 2006*



# World Fair 1893 - Chicago

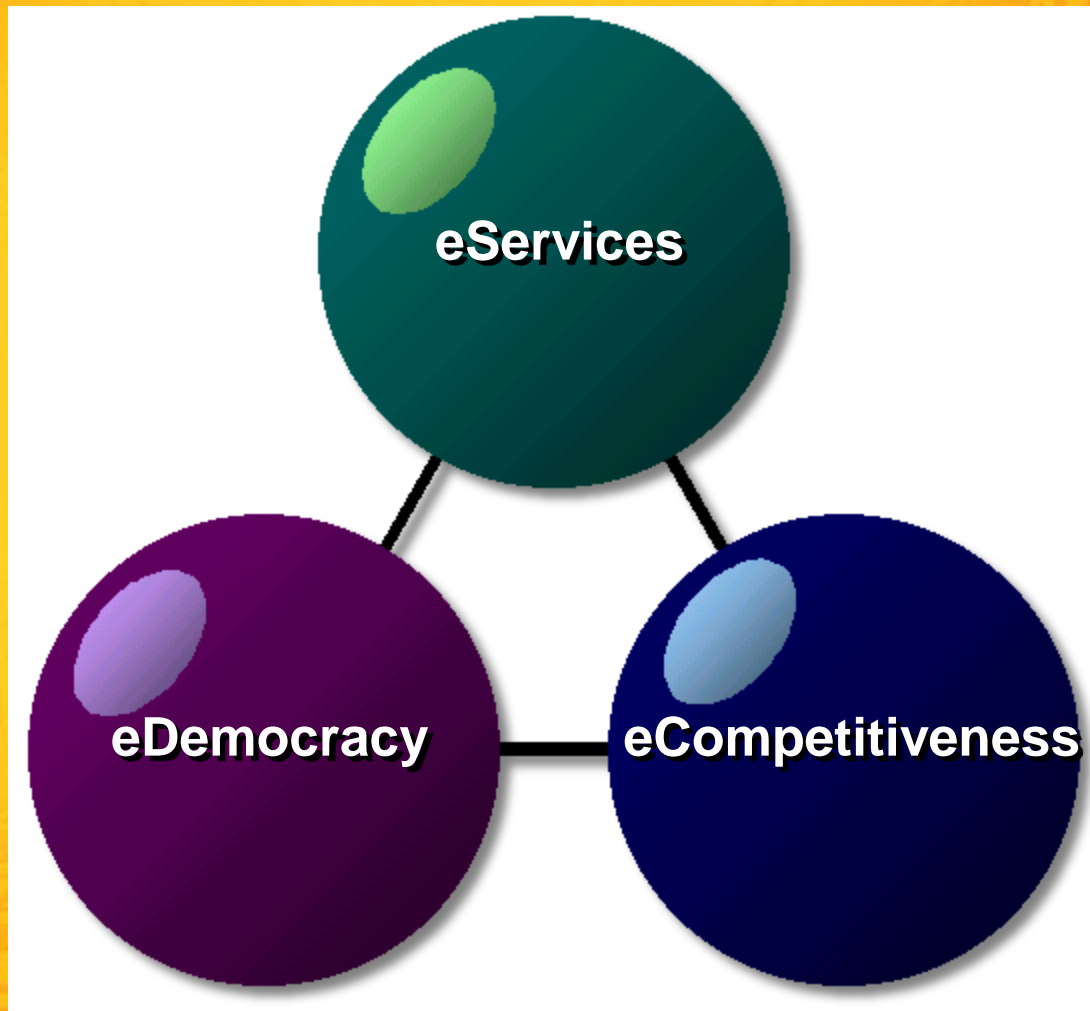


# The Future – Eyes of 1893

- Taxation reduced to a minimum
- Entire world open to trade
- No need for standing armies
- People will live to be 150
- Government would have become more simple because true greatness always tends toward simplicity
- Free mail delivery, no mortgages, removal of divorce laws.....



# “e” Defined

















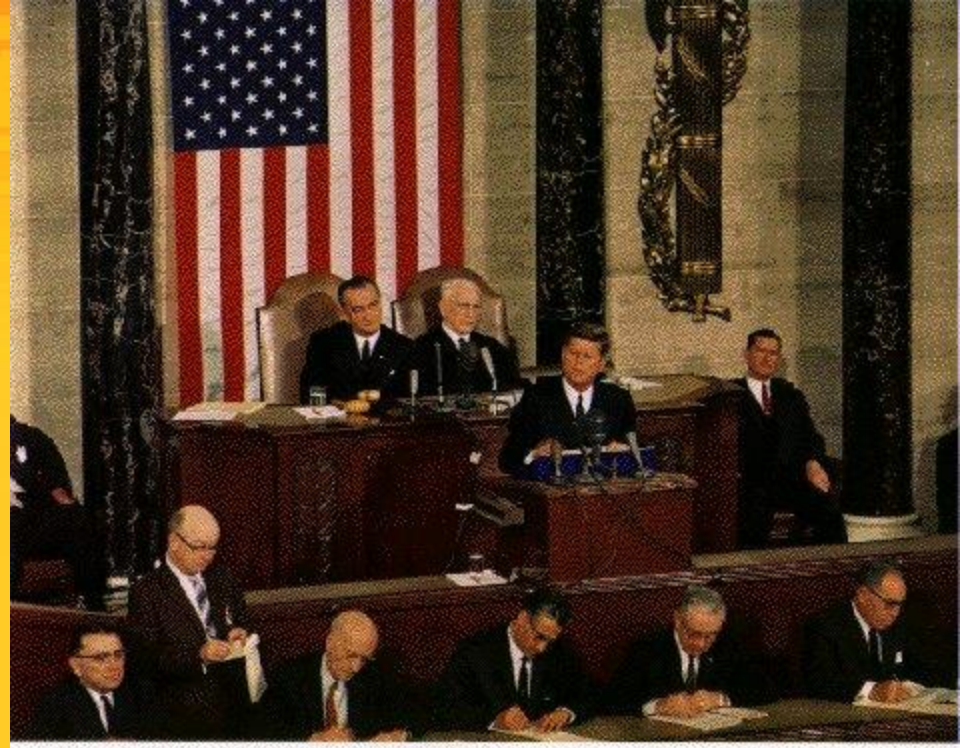


Is there a Web 2.0 for  
California government?

# eCompetitiveness

Are Californians going to be better off, economically, ten years from now?





“Let one thousand flowers bloom”

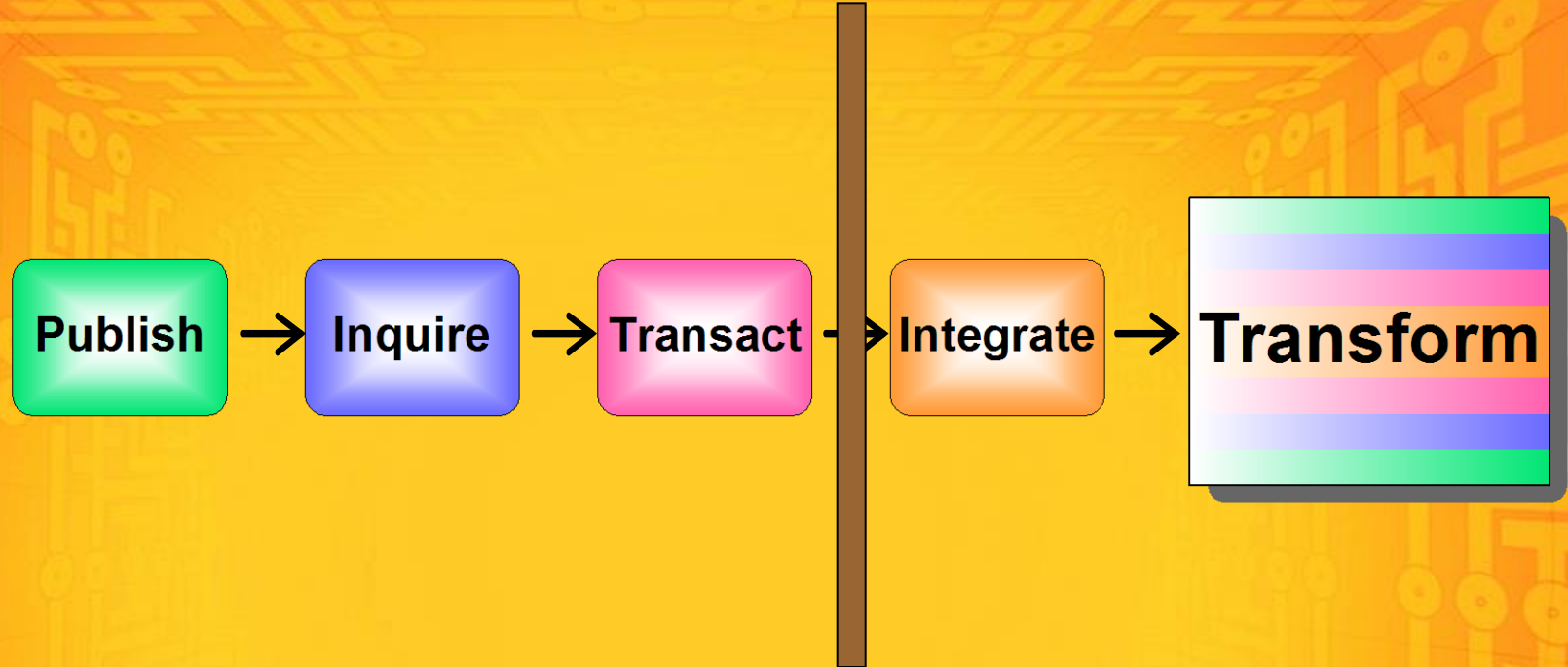
CA vision for e-services?

# How Americans Get in Touch With Government (2004)?

- 42% said they used the telephone the last time they contacted government.
- 29% said they visited a government Web site to contact government.
- 20% visited in person.
- 18% sent an email.
- 17% wrote a letter.
- 22% use multiple means to contact government.



# eServices Evolution



**Services are being redefined.**





Residents Business Visitors Government Office of the Mayor

Visitors Experiencing all the excitement the Big Apple has to offer.

Sign up for Email Updates

Search NYC.gov for  
Go

Advanced Search

Things To Do

Food and Drink

Things To Do

Transportation

For Events

For Kids

By Boroughs

Historic Tours

Maps & Facilities

Visitor Resources



Photo: Chris Long

### Tom Otterness on Broadway

Now through November 22, 25 bronze sculptures by one of the premiere public artists in the country, Tom Otterness, line Broadway from Columbus Circle to Washington Heights.

[Find out more](#)



### "The Gates" are Coming to New York City

In February 2005 The Gates will transform Central Park in a two-week art exhibition. Seventy-five hundred, 16-foot tall free-hanging, saffron-colored fabric panels will line

#### FEATURED EVENT

**New York Cares Day**  
Saturday, October 23  
Throughout the five boroughs  
[View Full Events Calendar](#)

#### DID YOU KNOW

**NYC & Co. Has Visitor Itineraries**  
Not sure what to do on your next vacation or business trip to NYC? NYC & Co., the City's official tourism Web site, provides several [itineraries](#) for visitors.

**Consumer Complaints Can Be Filed Online or By Mail**  
If you feel you've been treated unfairly by an NYC business, you can file a complaint with the Dept. of Consumer Affairs [online](#) or [by mail](#).

**Downtown is Growing**  
Find out how [Lower Manhattan](#) is taking shape; learn about current construction; read about plans for the World Trade Center site and memorial.

NYC.gov - Food and Drink - Microsoft Internet Explorer provided by ACS Integration Services

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss AIM Messenger

Address [http://www.nyc.gov/portal/index.jsp?epi\\_menuItemID=b69b28ca41d29ff6a62fa24601c789a0&epi\\_menuID=e2a1b26d9be35ff6a62fa24601c789a0&epi\\_baseMenuID=](http://www.nyc.gov/portal/index.jsp?epi_menuItemID=b69b28ca41d29ff6a62fa24601c789a0&epi_menuID=e2a1b26d9be35ff6a62fa24601c789a0&epi_baseMenuID=) Go Links >>

Search for:  Go

Advanced Search

Where To Stay

**Food and Drink**

Things To Do

Transportation

Major Events

NYC For Kids

NYC Boroughs

Historic Tours

Parks & Facilities

Visitor Resources

Items 1 - 9 of 9

**Citysearch Restaurant Guide**  
Search by location, cuisine, rating, and more at this extensive guide for restaurants.

**Digital City's New York Dining Guide**  
Find a restaurant by neighborhood, cuisine, or keyword at Digital City.

**Make Online Reservations**  
Reserve a table at your favorite City restaurant through OpenTable.

**NYC & Company Restaurant Search**  
Search restaurants by price, location, and cuisine through the City's tourist office.

**New York City Beer Guide**  
Search for upcoming tastings, local breweries, pubs, and bars.

**New York Magazine's Restaurant Guide**  
New York Magazine provides a variety of lists and reviews in addition to an index of City restaurants.

**New York Times Restaurant Reviews**  
Read reviews and search for City restaurants.

**Restaurant Inspections**  
Search for recent restaurant inspection information by name or location.

**Time Out New York's Guide to Eating Out**  
Read reviews and critics picks and search for City restaurants using any number of variables.

Internet

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Home  
Health Topics A-Z  
Press Releases  
Contact Us

# THE NEW YORK CITY DEPARTMENT of HEALTH and MENTAL HYGIENE

NYC DOHMH  
E-mail Update Services

SEARCH FOR ...  
GO  
October 23, 2004 1:38 pm

Personal E-mail Updates

## Learn About My Health

## Learn About My Community

## I Want to ...

Apply for a Birth Certificate  
Apply for a Death Certificate  
Apply for a Dog License  
Register a Rodent Complaint  
Learn About Restaurants  
Get a Flu Shot  
Apply for Health Insurance  
Quit Smoking

## Browse Health Topics

Health Topics A-Z  
Animal Safety and Pest Control  
Chemical Dependency  
Data and Statistics  
Diseases and Conditions  
Environmental Health  
Family Health  
Health Care Insurance  
Mental Health  
Mental Retardation &  
Developmental Disabilities  
Public Health Services

## Publications

## Restaurant Inspection Information

- » [Report a smoking violation](#)
- » [Find restaurant inspection results online](#)

## Inspection Policy Documents

- [Important Information for Food Service Establishments](#)
- [Food Service Establishment Inspection Score Worksheet](#)

## Recent Updates

- [Golden Apple Awards](#) **NEW**
- [Globalization and Food Safety: What we're doing to Protect our Food Sources: An Education Conference](#) **NEW**
- ["How are we doing?" Sign](#)
- [Final Regulations for the New York City Smoke-Free Air Act](#)
- [Sample Smoke-Free Workplace Policy](#)
- [New York City Smoke-Free Air Act of 2002: Important Information for New York City Business Owners and Employers](#)

## Smoke-Free Air Act Information for Business Owners and Employers

- [Information on Applying for a Waiver of New York State's Clean Indoor Air Act](#)
- [Owner Operated Bar Application](#)



- **Inspection Results**
- **Inspection Policies**
- **Glossary of Terms**
- **Information on Food Establishment Operation**

**Search** for a restaurant by name and location.

**Get information** about the restaurant inspection process.

**Apply for a permit** to operate a restaurant.

**Food safety tips** for your home.

## Related Topics

- Environmental Health Topics
- Food Safety and Community Sanitation
- Tobacco Control



Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail



Print



Edit



Discuss



AIM



Messenger

Address http://ibihost1.com/nycdoh/web/html/rii.pl



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## THE NEW YORK CITY DEPARTMENT of HEALTH and MENTAL HYGIENE

Personal  
E-mail  
Updates

### Restaurant Inspection Information

To search, click a borough:

Bronx

Brooklyn

Manhattan

Queens

Staten Island



Click any location on the Borough Map  
to select a neighborhood list of restaurants.

or

Enter an Establishment Name  
(only the first two characters of the name are required)

Find Name...

Go to: [Restaurant Inspection Information Page](#) | [Administrative Procedures](#) | [Inspection Policies](#) | [Glossary](#)





Back



Forward



Stop



Refresh



Home



Search



Favorites



History



Mail



Print



Edit



Discuss



AIM



Messenger

Address http://ibihost1.com/nycdoh/web/html/rii.pl

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Press Releases  
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## THE NEW YORK CITY DEPARTMENT of HEALTH and MENTAL HYGIENE

SUBSCRIBE  
NOW!

### Restaurant Inspection Information

To search, click a borough:

Bronx

Brooklyn

Manhattan

Queens

Staten Island

Select an establishment from the list below to view a summary of its most recent inspection on the right. No. of Restaurants: **181**

Name	Address
<a href="#">CHA CHA'S BOCCA</a>	<a href="#">113 MULBERRY STREET, NY 10013</a>
<a href="#">CHA NOODLE</a>	<a href="#">79 MULBERRY STREET, NY 10013</a>
<a href="#">CHAA CHAA</a>	<a href="#">244 EAST 13 STREET, NY 10011</a>
<a href="#">CHAMA SOCIETY</a>	<a href="#">218 WEST 147 STREET, NY 10039</a>
<a href="#">CHAMP GOURMET</a>	<a href="#">30 BROAD STREET, NY 10004</a>
<a href="#">CHAMP'S DELI</a>	<a href="#">71 BROADWAY, NY 10006</a>
<a href="#">CHAMPIGNON/HAVE A SEAT</a>	<a href="#">200 7 AVENUE, NY 10011</a>
<a href="#">CHAN'S GARDEN</a>	<a href="#">456 9 AVENUE, NY 10018</a>
<a href="#">CHAN'S KITCHEN</a>	<a href="#">4421 BROADWAY, NY 10040</a>
<a href="#">CHAN'S TACO CITY</a>	<a href="#">1143-114 5 1 AVENUE, NY 10021</a>
<a href="#">CHANDAN SUBARNA, CORP</a>	<a href="#">108 WEST 145 STREET, NY 10039</a>
<a href="#">CHANDNI RESTAURANT</a>	<a href="#">11 WEST 29 STREET, NY 10001</a>
<a href="#">CHANGO</a>	<a href="#">239 PARK AVENUE SOUTH, NY 10003</a>
<a href="#">CHANNEL</a>	<a href="#">247 WEST 30 STREET, NY 10001</a>

#### CHA CHA'S BOCCA

113 MULBERRY STREET, NY 10013

Inspection Date: 05/06/2004

**Passed inspection. Follow-up inspection not required.**

Violations were cited in the following significant area(s) and those requiring immediate action were addressed.

1. [Food Protection Certificate](#) not held by supervisor of food operations.
2. Food contact surface not properly maintained or not washed, rinsed and sanitized after each use and following any activity when contamination may have occurred
3. Sanitized equipment or utensil, including in-use food dispensing utensil, improperly used or stored.

If you would like to receive a copy of the full inspection report, call **"311"** (for City Government\*) between 9 A.M. and 5 P.M., Monday through Friday, and state that you would like to obtain a copy of a restaurant inspection report.

A Department representative will take your information and mail you the most recent inspection reports for up to five establishments, free of charge.

\*(Outside the five boroughs of New York City, call **"212-NEW-YORK"**.)

Go to: [Restaurant Inspection Information Page](#) || [Administrative Procedures](#) || [Inspection Policies](#) || [Glossary](#)



Internet

Start

Sign On

2 Microso...

EC 2004 for...

2 Window...

New York ...

1:40 PM

To steal ideas from one person is plagiarism; to  
steal from many is research

Hindsight is an exact science

Inside every large problem is a small problem  
struggling to get out

If you find yourself in a hole, the first thing to do is  
stop diggin'



# California Portal Designs

Interface, Navigation & Branding

# Items to Consider

- Structural layout of interface design
- Navigation paradigm
- California branding
- Color schemes
- Possible content layouts



# Interface Elements

- California brand
- State/Department title area
- Search
- Main navigation
- “Skip To” navigation
- Legal information

# Where We're At Right Now

- Narrowed interface design down to two options
- Narrowed color schemes down to five options
- Narrowed California brand to two options
- Exploring a two-level horizontal navigation
- Getting feedback from webmasters



# Design One



# Design One With Tabs





# Design Two



# Navigation Proposal

- Multi-level horizontal main navigation
- Additional navigation can be handled as page content



# California Branding Proposals



# Content Layout

- Content layouts will follow grid layout model, but actual layout dictated by content and use





## Most Visited

1. [DMV](#)
2. [EVENTS IN CALIFORNIA](#)
3. [JOBS](#)
4. [STATE PHONE DIRECTORY](#)
5. [LEGISLATION](#)
6. [LICENSES](#)
7. [STATE LOTTERY](#)
8. [TAXES](#)
9. [UNCLAIMED PROPERTY](#)
0. [UNEMPLOYMENT](#)



Visit the  
Governor's  
website

The Governor saves millions  
for California.

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## What's New

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### What's New

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# How to Provide Feedback

- Email Dane Wilson at the DTS at:

Dane.Wilson@dts.ca.gov



# **IOUCA**

Information Organization,  
Usability, Currency, &  
Accessibility Working Group

The IOUCA is a cross-agency working group promoting website usability and accessibility.

- California Military
- California Research Bureau
- California State Library
- Consumer Affairs
- DMV
- EDD
- Enterprise Architecture
- Food & Agriculture
- Franchise Tax Board
- Health Services
- Independent Living Council
- Insurance
- Managed Health Care
- Peace Officer Standards and Training
- Rehabilitation
- Social Services
- State CIO's Office
- Technology Services



# Our Charge

- The IOUCA is charged with recommending direction to ensure usability and accessibility of state websites through proposed standards and guidelines.
- Proposals include a business case, recommended standards and guidelines, possible approaches to implementation, tools for implementation, and reference materials.

# What We've Done...

- Accessibility
  - Section 508
  - W3C Levels I and II
  - Best Practices from DOR
- Usability
  - High-level direction for website usability
- Separating Content from Presentation
  - Separate content from presentation using Cascading Style Sheets



# Current Efforts

- Usability Engineering and Testing
- Writing and Managing Content for the Web
- Classifying and Organizing Information to Support Search and Navigation
- Technical Implementation Standards and Guidelines to Support Usability and Accessibility

# Usability

- Engineering
  - Know your audience
  - Simplify user interface
  - Design for interaction
- Testing
  - Conduct user testing
  - Identify problems
  - Meet your objectives and your users' needs



# Usability – Four Steps

## 1. Plan

- Think about what you want to achieve and create a focused vision that will benefit both your internal and external users.

## 2. Research

- Know the user, your audiences, what categories do they fall under, what are they looking for?

# Usability – Four Steps

## 3. Analyze

- Analyze the current site, identify users and conduct task analysis

## 4. Design

- Design page layout requirements (home page, headers and footers, understandable and scannable),
- Navigation scheme, (choose a structure that matches your users' needs)



# Usability – Four Steps

## 4. Design

- Text appearance, (easy and comfortable to see and read)
- Scrolling and paging (do not overload your page where it may affect the speed and size); conduct “content inventory”.

# Content

- Writing for the Web
  - Writing for your audience
  - Content layout
- Non-Text Content
- Content Review and Maintenance
  - Content Ownership and Model Review Process
  - Content Currency and Accuracy
- Managing Hyperlinks



# Findability

- Make Content Easy to Find
  - Information Organization
  - Labeling
- Support Search and Navigation
  - Metadata
  - Taxonomies, Folksonomies, Classification

# Findability

- Faceted Classification for a Recipe
  - Course
  - Cuisine
  - Dish
  - Season/Holiday
  - Preparation Method



# Technical Implementation

- Standards
  - Cascading Style Sheet (CSS) Version
  - Browser Support
  - (X)HTML Version
  - Document Type (DocType)
  - Character Set

# Technical Implementation

- Implementation Support
  - Semantic Markup
  - Graphics and Images
  - Template Structure
  - Typography
  - Metatags
- Master Pages and Content Management Systems



# How Get Involved

- To request information, participate in the working group, or volunteer your department web team for real-world review of recommendations, contact:
  - John Jewell, (916) 653-0293  
[jjewell@library.ca.gov](mailto:jjewell@library.ca.gov)
  - Kris Ogilvie, (916) 651-6800  
[kogilvie@library.ca.gov](mailto:kogilvie@library.ca.gov)
  - Debbie Schwartz, (916) 653-6812  
[dschwartz@library.ca.gov](mailto:dschwartz@library.ca.gov)
- For additional information visit the State CIO's website at <http://www.cio.ca.gov/PortalSteeringCommittee.html>

# To Participate in Current Efforts

- Usability
  - Donna Freeman, 845-6737,  
[donna.freeman@ftb.ca.gov](mailto:donna.freeman@ftb.ca.gov)
- Content
  - Debbie Schwartz, 653-6812  
[dschwartz@library.ca.gov](mailto:dschwartz@library.ca.gov)
- Findability
  - Kris Ogilvie, 651-6800  
[kogilvie@library.ca.gov](mailto:kogilvie@library.ca.gov)
- Technical Implementation
  - Steve Branson, 496-7208  
[sbranson@dhs.ca.gov](mailto:sbranson@dhs.ca.gov)



# Questions and Answers

